



BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Qualifications in Sport
Unit number and title	34: Sport Development
Learning aim	Learning aim C: Investigate sport development in practice
Assignment title	Sport development initiatives and project planning.
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are working as a Trainee Sport Development Officer in a local sports partnership. You have been asked to investigate current sports development initiatives and funding opportunities and provide a report for your team leader. Your report will be used by the Sports Development team to inform their development work and should include reference to both local and national initiatives. On completion of your investigation you will create your own project plan for a sports development activity which needs to be linked to a specific target group.
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Task 1	PART A Produce a report for the sports development officer that explains both local and national sport development initiatives. Initially the report should focus on two initiatives that have been implemented in the local area, such as those introduced by the local authority or at a grass roots sports club. You should then look on a wider scale and research national initiatives such as those introduced by the National Lottery funding. For each initiative you should look to consider: - Aims & Objectives - Strengths and weaknesses - Overall effectiveness You will need to demonstrate that you have an understanding of other stakeholders or funding sources involved in such initiatives. Finally, you should look to explain how these organisations can assist with funding, sponsorship or providing volunteers to support with the events and research. PART B – Project Planning Having successfully researched actual sports development initiatives you now need to create a project plan for your own initiative. Initially you will need to select a specific target group for your project
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and identify which level of the sport development continuum it is aimed at. You will then need to justify the choice of the activities within your project and consider the advantages or disadvantages that it has, planning for any alternative actions that you may have to take.

Comparing your own project to those covered in Task 1 will allow you to analyse its effectiveness. In order to do this you will need to look at the key similarities and differences when compared to both local and national initiatives. Focusing on the following areas of the different initiatives will allow you to complete this element of the task:

- i. Aims and objectives
- ii. Link to a specific target group
- iii. Level of sport development continuum the project is aimed at
- iv. Funding source
- v. Sport specific versus non-sport specific
- vi. Session plans
- vii. Series of activities
- viii. Equipment
- ix. Staffing requirements
- x. Facility Needs

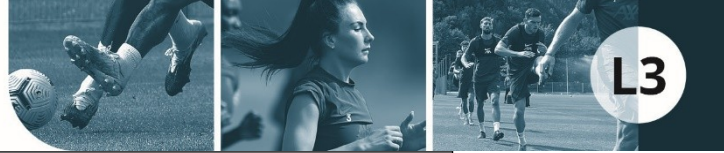
As with any project, measuring the success of it is vital. You need to carefully consider realistic and effective methods that could be taken from the following:

- i. Participation numbers
- ii. Enjoyment
- iii. Exit route engagement
- iv. Repeat attendance
- v. Life-long participation

Selecting the most appropriate methods is essential to allow you to make informed judgements as to whether you have achieved the overall aims and objectives of the project. On completion of this you must evaluate the activities in your project plan to justify their inclusion.

You will present your project plan to the sport development team so that they can consider if it could be used for their development work.

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
C.P5	Explain local and national sport development initiatives.
C.P6	Produce a project plan for a sport development activity which is linked to a specific target group, explaining how success can be measured.
C.M4	Analyse the effectiveness of the project plan, comparing it to existing initiatives
C.D3	Evaluate the activities in the project plan and justify choices of



	activities by recommending suitable measures of success
Checklist of evidence required	A report that focuses on local and national sports development initiatives in practice. A project plan with clear aims and objectives and activities that meet the needs of the target group. An evaluation of the project plan that recommends suitable measures of success.
Other assessment materials attached to this brief	